

How to pitch Cisco Umbrella

Cisco® Umbrella is a cloud security platform that provides a first line defense against threats on the Internet – wherever users go – on and off the corporate network.



Step 1: Go to <https://umbrella.cisco.com/partners> and set up a no-cost trial. Experience how easy it is to deploy and manage Cisco Umbrella. It takes ONLY 5 minutes.



Step 2: Every time you talk to a customer about firewalls, whether it is Cisco ASA or Meraki®, ask how they protect users who are not on their corporate network. Are they relying on VPNs? How do they protect users, data, and infrastructure, regardless of where they reside?



Step 3: IT professionals rely on traditional network defenses (such as firewalls and secure web gateways) to guard against emergent threats that have been designed specifically to circumvent them. Ask the customer how they protect against malware, phishing, and ransomware. How is that?



Step 4: Do a customer demo of how effective Cisco Umbrella is, using your own Umbrella account, or visit [Cisco Umbrella Demo](#).

Note: *By performing everything in the cloud with 100% uptime, there is no hardware to install and no software to manually update. Plus there is no added latency.*



Step 5: Get your customers signed up to try Cisco Umbrella at no charge – it takes only 5 minutes to set it up.

Go to www.umbrella.cisco.com and sign up for a trial.

For more information on Cisco Umbrella
please contact your Cisco Distribution Account Manager today.